



Hometown Holidays Sponsorship Opportunities

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City of
Rockville
Get Into It

www.rockvillemd.gov/hometownholidays



Rockville Events Sponsorship Opportunities

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Letter from the Rockville Mayor

Dear Past, Present and Potential Sponsors,

Welcome to the City of Rockville, ranked by Livability.com in 2016 as one of the 20 best places to live in America, and the No. 1 city for families.

Rockville is the county seat of Montgomery County, 13 miles from the nation's capital, and home to 67,000 people with a median income of just under \$100,000. Our community is proud of our diversity, and our citizens are active, well-educated and loyal.

2017

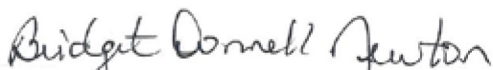
Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events hosted annually by the city's Recreation and Parks Department. Our staff works diligently to provide top quality events that celebrate the diversity and vibrancy of life in our city. Each year we strive to continue the traditions people have grown to love while also providing

something new and exciting. In 2017, we expect over 150,000 people to attend Rockville events.

Please take the time to review this packet and explore our events. Our staff is ready to answer any questions you may have about sponsorship opportunities.

We look forward to helping you find your place in Rockville in 2017.

Sincerely,



Bridget Donnell Newton
Mayor, City of Rockville



Did You Know...

Rockville special events bring the community together.¹

- Seventy-one percent of Rockville's population attended a city-sponsored special event in 2014.
- Eighty-six percent rated the quality of city-sponsored special events as "good" or "excellent."

Rockville is a highly educated community.²

- Sixty-one percent of Rockville residents, 25 years and older, have at least a bachelor's degree, and 36 percent have a graduate or professional degree.

Rockville's household and economic trends are above the national average.²

- Rockville's median household income is \$97,667, which is 84 percent higher than the national average and 34 percent higher than the Maryland average.

Rockville is rich in ethnic and cultural diversity.¹

- Sixty-six percent of the city's population are non-Hispanic white, 25 percent are Asian/Pacific Islander, 13 percent are Hispanic, 2 percent are American Indian or Alaskan Native, and 5 percent are African American.*

Rockville is close to the action.

- The city is located just 15 miles northwest of Washington, D.C.
- Rockville is centrally located with easy access to Interstate 270 and the Metro Red Line, allowing easy access for residents and visitors.

¹ 2014 City of Rockville Community Survey

² American Community Survey (ACS) 2008-2012

* Total may exceed 100 percent as respondents could select more than one answer.



Hometown Holidays – Saturday, May 27 and Sunday, May 28

Hometown Holidays (HTH) is Rockville's signature event, featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a crowd of 60,000 over Memorial Day weekend and offers fun for everyone.

Sponsorship Levels

Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage and two additional banners displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of four mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- 12 passes to the sponsors and officials area on Saturday
- 60 Taste of Rockville tickets

Benefactor: \$5,000

- Two sponsor-provided banners to be displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Eight passes to the sponsors and officials area on Saturday
- 40 Taste of Rockville tickets

Patron: \$2,000

- Company name featured on various print materials
- Company name featured on the HTH web page
- Company name featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Four passes to the sponsors and officials area on Saturday
- 20 Taste of Rockville tickets

EVENT SNAPSHOT

Annual website views: 90,000

Facebook page likes: 4,000

Approx. attendees: 60,000

Website: www.rockvillemd.gov/hth

Facebook: www.facebook.com/RockvilleHometownHolidays

2017 Event Sponsorship Application

Please print or type all information clearly.

Business _____ Contact Name _____

Type of Business _____

Address _____ City _____ State _____ ZIP _____

Work Phone _____ Cell Phone _____

Email _____ Website _____

Facebook/Web Address _____

Additional Contact Name _____ Phone _____

Thank you for sponsoring a City of Rockville Special Event(s).
Please indicate the event(s) you're interested in and the sponsorship level.

Hometown Holidays | May 27 and 28, 2017

- ☐ Major Sponsor (\$7,500)
- ☐ Benefactor (\$5,000)
- ☐ Patron (\$2,000)

Will you need electricity? ☐ Yes ☐ No

Who recruited you to sponsor Hometown Holidays?

- ☐ City of Rockville
- ☐ Rockville Chamber of Commerce/
Community Ministries of Rockville
- ☐ Other: _____

APPLICATION DEADLINE

Submit application at least six weeks before event.

SUBMIT APPLICATION

Submit this application by either email:

cmcquitty@rockvillemd.gov

or by mail:

City of Rockville, Special Events Manager,

111 Maryland Ave., Rockville, MD 20850

QUESTIONS ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:

Colleen McQuitty, Special Events Manager

240.314.8606

cmcquitty@rockvillemd.gov

APPLICATION PROCESS

- Once you submit this application, the Special Events Manager will contact you within 48 hours.
- The Special Events Manager will email you a Memorandum of Understanding, Invoice and City of Rockville W-9.
- Detailed information about each event is either emailed or mailed three weeks before each event.

Comments/Special Request: _____

